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IOWA ASIAN ALLIANCE ANNOUNCES 2008 ADMIRASIAN BUSINESS CONFERENCE

West Des Moines, IA (Monday, September 22, 2008) – Iowa Asian Alliance (IAA) today announced that they will be holding the 2008 AdmirAsian Business Conference on Friday, October 24, 2008 at the Meadows Events & Conference Center in Altoona, IA from 7:30 am to 5:30 pm. This year's AdmirAsian endeavors for the advancement of Asian Americans in Iowa – both as entrepreneurs and as corporate citizens. The goals of this event are to inspire, educate and develop members through workshops and seminars intended to cover areas of small business start-ups, funding, resources and self-management of one's career. The presentations of this conference hold relevance across all races and cultures and are open to the general public.

"This event is a milestone for our organization as it is a major step in the direction of workforce and professional development," stated Christopher McDonald, Chair of IAA's board of directors. "We're excited about not only the caliber of presenters but also the impact they will have on our community," added McDonald.

Sachi Koto, former CNN Headline News anchor and current Founder & CEO of Sachi Koto Communications Inc. will address the conference attendees as a keynote speaker during the luncheon and will be available the morning of the event for a meet and greet session. As a veteran of CNN, Koto served as a news anchor for CNN Headline News based in the network's world headquarters in Atlanta. During her tenure at CNN, Koto anchored for CNN Radio, CNN Airport Network, CNN International and CNN QuickCast. She also produced, wrote and anchored for Turner South, Turner Entertainment Group's entertainment network dedicated to southern style programming.

Conference presentations will also include:

- *Small Business Creation*
- *Cash is King – How to Manage Your Cash in Today's Environment*
- *Entrepreneur Panel*
- *Community Give Back*
- *How to Manage Your Career*
- *Golf as a Strategic Business-Building Tool*

Registration for the event is now open at <http://www.admirasian.org>. This event is being presented by:



The Des Moines Register



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IAA AdmirAsian Business Conference

About Iowa Asian Alliance

Founded in 2002, Iowa Asian Alliance (IAA) is a non-profit organization established by Asian American business, community and civic leaders for the purpose of forging cultural understanding and growth within the state of Iowa. IAA's mission is to grow Iowa through a united Asian American community, and its vision is that Asian Americans in Iowa are an integral part of a vibrant and prosperous community of diverse people.

IAA represents and serves the following Asian ethnic groups: Burma, Cambodia, China, India, Japan, Korea, Lao, Nepal, Philippines, Taiwan, Taidam, Thailand, and Vietnam. We also have representatives from the Latino, African American and mainstream community.

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